



by LogMeIn

CASE STUDY

Changing the Culture of Communications

Jive began when six scrappy software entrepreneurs were fed up with their expensive and overly complicated phone system. They decided to build their own Hosted VoIP solution. With their system in the Cloud—and grounded by grit, hard work, and a shoestring budget—Jive created an affordable, innovative, and secure Unified Communications (UC) solution for businesses around the world.

They just needed one more “c”—collaboration, to disrupt the UCC industry.

At a Glance

Jive’s acquisition by LogMeIn gave employees access to the well-known collaboration tool, GoToMeeting. The combination of the best in UC—Jive—and the best in collaboration—GoToMeeting—transformed Jive into a more collaborative and engaging place for employees and customers.



Background

The best in UC met the best in collaboration when LogMeIn acquired Jive Communications in April 2018. A few months later, LogMeIn and Jive announced the Connect Bundle: a combined offering that includes a GoToMeeting license with every Jive seat purchased.



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Before the days of the Connect Bundle, Jive employees collaborated across distances by using conference bridges. Without facial cues and the engaging medium of video, conference bridge collaborative meetings produced imbalanced participation, engagement, and contribution of ideas.

With the acquisition, Jive employees gained access to GoToMeeting on a daily basis. But video conferencing brought its own set of challenges. At first, Jive employees wondered why they should bother video when conferencing got the job done. “Sometimes I thought to myself, ‘why would I need video meetings?’” Todd Doyle, VP of Support Engineering, confesses. But as Jive employees become more comfortable and integrated GoToMeeting into their work day, “we quickly realized what we’d been missing something all along—an excellent collaboration tool.”

The Solution

The addition of GoToMeeting to their existing Jive phone system has changed the way Jive does business. Pablo Gargiulo, VP of Sales, explains that with the GoToMeeting addition, “sales and support have improved their relationships with customers, and internal departments have improved their processes.”

HUMAN RESOURCES

“On a weekly basis, our Continual Development team performs about a dozen one-on-one coaching sessions, and about five to 10 of those sessions use GoToMeeting. GoToMeeting’s webcam and screen-sharing features make it possible to effectively train and coach our employees at a different office, working remotely, or traveling.”

— Kirsten Harisay, Director of Human Resources

“GoToMeeting has made a significant impact on our hiring in a short amount of time. Currently, we’ve been looking for a new Helpdesk position, but the hiring manager lives outside of Utah. Before the Connect Bundle, we would have flown our hiring manager to Utah about four different times for interviews. That’s a lot of travel and money. With the Connect Bundle, our hiring manager has conducted over 10 GoToMeeting interviews.”

— Luke Beachley, Senior Corporate Recruiter

SUPPORT

“GoToMeeting provides a world-class customer experience and saves our department thousands of dollars every month. Since we started using GoToMeeting, I’ve been able to cancel all but the most crucial on-site visits. This saves thousands of dollars on travel costs (i.e., airfare, lodging, and car rental) and gives me more time and opportunities to meet with customers. Along with more frequent collaborations with customers, the GoToMeeting webcam feature provides the same crucial human interaction as our on-site visits.”

— Magan Whitaker, Enterprise Service Account Manager

MARKETING

“Often our marketing meetings include people in Boston, Lindon, and Santa Barbara. Sometimes a phone call is all we need, and Jive Voice is perfect, but when we’re meeting someone new or digging into a project, GoToMeeting is a perfect way to interact. So even though we haven’t met all our team members in person, we feel like a coherent unit because of tools included in the Connect Bundle.”

— Logan Mallory, Director of Digital Marketing



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“Many members of our team use Jive’s softphone (Jive Web) instead of a physical desk phone. With the recent integrations between Jive Web and GoToMeeting our team has been able to quickly launch GoToMeetings directly from Jive Web. It’s made it easier for our team to switch from a phone call to a video conference if we need to see something we’re working on.”

— Rob Oscanyan, Product Marketing Manager

“Sales and support have improved their relationships with customers, and internal departments have improved their processes.”

PABLO GARGIULO,
VP OF SALES



SALES

“With how fast sales move in today’s world, in-person or on-site demos are no longer realistic. But with a product like GoToMeeting, the departure of ‘in-person’ or ‘on-site demos’ no longer means we must sacrifice human connections. Using GoToMeeting, our sales team can look customers in the eye and read body language and facial expressions to deepen and improve our relationships with customers.”

— Ben Ewell, Director of Inside Sales

Conclusion

Jive is a leader in cloud communications. And now—with the Connect Bundle—it’s also a leader in human connection and collaboration. Meredith Bunker, Director of Field and Channel Marketing, said, “We drank our own Kool-Aid, and we love it!”